

What is claimed is:

1. An anonymous purchase and sale method applicable to online shopping using computers between a purchaser and a salesperson, comprising the steps of:

receiving purchasing commodity specifying information that is input by a purchaser terminal device to specify a purchasing commodity and is transmitted via a
5 network;

generating an order ID in response to the purchasing commodity specifying information;

sending a pair of the order ID and the purchasing commodity specifying information to the purchaser terminal device and a salesperson terminal device that is
10 used by the salesperson who sells the purchasing commodity online;

registering the purchasing commodity specifying information with a sales history storage device;

in response to a request from the salesperson, sending information stored in the sales history storage device and/or sending analysis results, which are produced by
15 analyzing information stored in the sales history storage device, to the salesperson terminal device.

2. An anonymous purchase and sale method according to claim 1 further comprising the steps of:

receiving purchase request information designating a kind and characteristics of the purchasing commodity from the purchaser terminal device via the network;

5 retrieving from among all items of commodity information stored in a commodity information storage device, at least one item of the commodity information

that suits to the purchase request information; and

10 sending the retrieved commodity information to the purchaser terminal device,
allowing the purchaser to select from the retrieved commodity information, a desired
item that the purchaser prefers on the purchaser terminal device.

3. An anonymous purchase and sale method according to claim 1 further
comprising the steps of:

receiving purchase request information designating a kind and characteristics
of the purchasing commodity from the purchaser terminal device via the network;
5 registering the purchase request information with a purchaser's preference
storage device; and

in response to the request from the salesperson, sending information stored in
the purchaser's preference storage device and/or sending analysis results, which are
produced by analyzing the information stored in the purchaser's preference storage
10 device, to the salesperson terminal device.

4. An anonymous purchase and sale system applicable to online shopping using
computers between a purchaser and a salesperson, comprising:

a commodity sales processor for generating an order ID in response to
purchasing commodity specifying information that is input by a purchaser terminal
5 device to specify a purchasing commodity and is transmitted thereto via a network, so
that the commodity sales processor sends a pair of the order ID and the purchasing
commodity specifying information to the purchaser terminal device and a salesperson
terminal device that is used by the salesperson who sells the purchasing commodity
online;

10 a history storage implement for registering the purchasing commodity
specifying information with a sales history storage device; and
an analyzer for in response to a request from the salesperson, sending
information stored in the sales history storage device and/or sending analysis results,
which are produced by analyzing information stored in the sales history storage device,
15 to the salesperson terminal device.

5. An anonymous purchase and sale system according to claim 4 wherein
receiving purchase request information designating a kind and characteristics of the
purchasing commodity from the purchaser terminal device via the network, the
commodity sales processor retrieves from among all items of commodity information
5 stored in a commodity information storage device, at least one item of the commodity
information that suits to the purchase request information, so that the retrieved
commodity information is sent to the purchaser terminal device, allowing the
purchaser to select from the retrieved commodity information, a desired item that the
purchaser prefers on the purchaser terminal device.

6. An anonymous purchase and sale system according to claim 4 wherein
receiving purchase request information designating a kind and characteristics of the
purchasing commodity from the purchaser terminal device via the network, the history
information implement registers the purchase request information with a purchaser's
5 preference storage device, so that in response to the request from the salesperson, the
analyzer sends information stored in the purchaser's preference storage device and/or
sending analysis results, which are produced by analyzing the information stored in the
purchaser's preference storage device, to the salesperson terminal device.

7. A computer-readable recording media storing programs that cause a computer system to execute an anonymous purchase and sale method applicable to online shopping using computers between a purchaser and a salesperson, comprising the steps of:

5 receiving purchasing commodity specifying information that is input by a purchaser terminal device to specify a purchasing commodity and is transmitted via a network;

generating an order ID in response to the purchasing commodity specifying information;

10 sending a pair of the order ID and the purchasing commodity specifying information to the purchaser terminal device and a salesperson terminal device that is used by the salesperson who sells the purchasing commodity online;

registering the purchasing commodity specifying information with a sales history storage device; and

15 in response to a request from the salesperson, sending information stored in the sales history storage device and/or sending analysis results, which are produced by analyzing information stored in the sales history storage device, to the salesperson terminal device.

8. A computer-readable media storing programs that cause a computer system to execute the anonymous purchase and sale method according to claim 7 further comprising the steps of:

receiving purchase request information designating a kind and characteristics
5 of the purchasing commodity from the purchaser terminal device via the network;

retrieving from among all items of commodity information stored in a commodity information storage device, at least one item of the commodity information that suits to the purchase request information; and

- 10 sending the retrieved commodity information to the purchaser terminal device, allowing the purchaser to select from the retrieved commodity information, a desired item that the purchaser prefers on the purchaser terminal device.

9. A computer-readable media storing programs that cause a computer system to execute the anonymous purchase and sale method according to claim 7 further comprising the steps of:

- 5 receiving purchase request information designating a kind and characteristics of the purchasing commodity from the purchaser terminal device via the network;

registering the purchase request information with a purchaser's preference storage device; and

- 10 in response to the request from the salesperson, sending information stored in the purchaser's preference storage device and/or sending analysis results, which are produced by analyzing the information stored in the purchaser's preference storage device, to the salesperson terminal device.

10. An anonymous purchase and sale method applicable to online shopping using computers between a purchaser and a salesperson, comprising the steps of:

- 5 receiving purchase request information that is input by the purchaser to designate a kind and characteristics of a purchasing commodity on a purchaser terminal device and is transmitted via a network;

retrieving from all items of commodity information stored in a commodity

information storage device, at least one item of the commodity information that suits to the purchase request information;

- 10 sending the retrieved commodity information to the purchaser terminal device, allowing the purchaser to select a desired item from the retrieved commodity information as the purchasing commodity and to send back purchasing commodity specifying information;

 in response to the purchasing commodity specifying information, generating an order ID;

- 15 sending a pair of the order ID and the purchasing commodity specifying information to the purchaser terminal device, allowing the purchaser to pay a value of the purchasing commodity online by way of an anonymous settlement sever in connection with the order ID;

- 20 sending a pair of the order ID and the purchasing commodity specifying information to a salesperson terminal device that is used by the salesperson who sells the purchasing commodity online, allowing the salesperson to receive a remittance via the anonymous settlement server and to proceed to delivery of the purchasing commodity by way of an anonymous delivery system in connection with the order ID; and

- 25 registering the purchasing commodity specifying information with a sales history storage device, while registering the purchase request information with a purchaser's preference storage device.

11. An anonymous purchase and sale method according to claim 10 wherein the anonymous settlement server compares an amount of payment from the purchaser with a value of the purchasing commodity to sends the remittance to the salesperson in

connection with the order ID.

12. An anonymous purchase and sale method according to claim 10 wherein the purchaser designates a receiving address for receipt of the purchasing commodity on the purchaser terminal device, so that the salesperson accesses the anonymous delivery system to deliver the purchased commodity to the designated receiving address in
5 connection with the order ID.

13. An anonymous purchase and sale method according to claim 10 further comprising the step of:
in response to a request from the salesperson, transmitting information stored in the sales history storage device and/or information stored in the purchaser's
5 preference storage device to the salesperson terminal device, so that the salesperson proceeds to payment of a value for provision of the information online.

14. An anonymous purchase and sale method according to claim 10 further comprising the steps of:
in response to a request from the salesperson, analyzing information stored in the sales history storage device and/or information stored in the purchaser's preference
5 storage device, thus producing analysis results; and
sending the analysis results to the salesperson terminal device, so that the salesperson proceeds to payment of a value for provision of the analysis results online.